

LEO BURNETT USA

A DIVISION OF LEO BURNETT COMPANY, INC.

AD-2006-07-0012 "Merely Beach" Photo: Art & Design/100% x 11 1/2" Budget: New Orleans School 1997



The real reason we bring you with us to the beach is so we have someplace to put the car keys.

**VIRGINIA SLIMS**  
It's a *woman* thing.



SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

100% TOBACCO  
100% TASTE